CLAIMS

1   1.   A broadcast transmission medium coupling a head end to

2   a plurality of clients, the medium including an alert

3   management message therein and comprising:

4   a first data field comprising an identification of a

5   target set of clients;

6   a second data field comprising an alert type message;

7   and

8   a third data field comprising a status message.

1   2.   The medium of claim 1 further comprising a fourth data

2   field comprising a message identification.

1   3.   The medium of claim 1 wherein the target set of

2   clients consists of a single client.

1   4.   The medium of claim 1, the second data field comprises

2   a Boolean flag.

1   5.   A data signal embodied in a carrier wave comprising:

2   a first data field comprising an identification of a

3   target set of clients;

4   a second data field comprising an alert type message;

5 and

6   a third data field comprising a status message,

7   wherein the carrier wave provides one-way

8 communication.

1 6.   The data signal of claim 5 further comprising a fourth

2 data field comprising a message identification.

1 7.   The data signal of claim 5 wherein the target set of

2 clients consists of a single client.

1 8.   The data signal of claim 8, The medium of claim 1, the

2 second data field comprises a Boolean flag.

1 9.   A method of sending an alert management message to a

2 plurality of recipients on a broadcast channel comprising:

3   generating a first data field that identifies at least

4 one target recipient from among the plurality of

5 recipients;

6   generating a second data field that identifies the

7 type of alert management message; and

8   transmitting the data fields to the recipients.

1 10. The method of claim 9 further comprising generating a

2 third data field that uniquely identifies the alert

3 management message.

1 11. The method of claim 9, the alert management message

2 including a payload message, the method further comprising:

3   generating the payload message, the payload message

4 comprised of at least one byte;

5   transmitting the number of bytes in the payload

6 message; and

7   transmitting the payload message.

1 12. An article comprising a computer-readable medium that

2 stores computer-executable instructions for sending an

3 alert management message to a plurality of recipients, the

4 instructions causing a machine to:

5   generate a first data field that identifies at least

6 one target recipient from among the plurality of

7 recipients;

8   generate a second data field that identifies the type

9 of alert management message; and

10   transmit the data fields to the recipients.

1   13.   The article of claim 12, the instructions further

2   causing the machine to generate a third data field that

3   uniquely identifies the alert management message.

1   14.   The article of claim 12, the alert management message

2   including a payload message, instructions further causing

3   the machine to:

4   generate the payload message, the payload message

5   comprised of at least one byte;

6   transmit the number of bytes in the payload message;

7   and

8   transmit the payload message.

1   15.   A method of receiving an alert management message

2   transmitted to a plurality of recipients on a broadcast

3   channel comprising:

4   testing a first data field, the first data field

5   identifying at least one target recipient;

6   ignoring the alert management message when the

7   recipient is not a target recipient; and

8   recovering the alert management message when the

9   recipient is a target recipient.

1   16.   The method of claim 15 further comprising:

2   testing a second data field, the second data field

3   identifying an action by the recipient; and

4   performing the action.

1   17. The method of claim 15 further comprising:

2   testing a second data field, the second data field

3   identifying an alert management state for the recipient;

4   and

5   assuming the alert management state.

1   18. An article comprising a computer-readable medium that

2   stores computer-executable instructions for receiving a

3   alert management message transmitted to a plurality of

4   recipients on a broadcast channel, the instructions causing

5   a machine to:

6   test a first data field, the first data field

7   identifying at least one target recipient;

8   ignore the alert management message when the recipient

9   is not a target recipient; and

10   recover the alert management message when the

11   recipient is a target recipient.

1   19. The article of claim 18, the instructions further

2   causing the machine to:

3   test a second data field, the second data field

4   identifying an action by the recipient; and

5   perform the action.

1   20.   The article of claim 18, the instructions further

2   causing the machine to:

3   test a second data field, the second data field

4   identifying an alert management state for the recipient;

5   and

6   assume the alert management state.

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